

CEO E-Briefing

A weekly report to City Council and the community



October 28, 2011

No. 17

CEO's Message



Seven goals for Costa Mesa

Last week, I was asked to give a State of the City address to an audience gathered for a Costa Mesa Chamber of Commerce breakfast. I covered the usual topics that are already familiar to Costa Mesa watchers: the impacts of the recession on City revenue; the challenges of rising pension costs and unfunded liabilities; the commitment to paying down unfunded liabilities and investing in infrastructure; the exploration of outsourcing many City services; and the tremendous work being done by City employees during these difficult times.

I also presented seven additional goals I have for the City of Costa Mesa, priorities I've been formulating since taking over the CEO job in March (and I've been wanting to do some of these long before that). I believe each of these goals can significantly better the quality of life in our community.

1. Creating a five-year funding plan that will allow increased investment in infrastructure. This is already underway, and we'll present it more fully in an upcoming City Council Study Session.
2. Improving Harbor Boulevard, particularly south of Adams Avenue. Harbor is one of our City's main thoroughfares, and its appearance should reflect the vitality of Costa Mesa. We have a line on some potential funding sources. Stay tuned.
3. Making Costa Mesa less hospitable for halfway houses, problem motels, parolees, and sex offenders. I plan to create a multi-department Problem Prevention Team to attack this long-standing Costa Mesa issue.
4. Hiring outstanding new, creative and innovative executive leaders to help guide our City in the years to come. Police Chief **Tom Gazsi** is a good example of the quality person I'm looking for.
5. Developing an economic development strategy to attract and retain businesses. An increase in revenues are vital to helping payoff unfunded liabilities and fund capital projects.
6. Connecting City Hall to the community in a better way. I want the City with its vast resources to partner more with the community to better Costa Mesa.
7. Providing valuable content and information to residents, businesses and visitors. I'm looking for an interactive relationship where everyone feels connected to and a part of local government.

Tom Hatch, chief executive officer, City of Costa Mesa

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☒ Comments or suggestions, please contact william.lobdell@costamesaca.gov



City of Costa Mesa



Costa Mesa City Hall

CEO's Office



Community calendar

Oct 28 FRIDAY A pre-release screening of the documentary "Patrol Base Jaker" will be shown at the Triangle Square Cinemas in Costa Mesa at 7 p.m. "Patrol Base Jaker" follows the deployment of the 1st Battalion 5th Marines (1/5) during its tour of the Nawa District in Afghanistan in 2009/2010. Tickets are \$20.

Oct 30 SUNDAY South Coast Plaza is holding its annual "Pumpkins and Pancakes" event to benefit child-related charities from 8 to 11 a.m. It's promises to be a spook-tacular event for the kids.

The Orange County Mustang Club—that's cars, not horses—is holding its 20th annual Mustang Madness Car Show beginning at 10 a.m. at Theodore Robbins Ford on Harbor Boulevard.

Halecrest Park will hold its Fall Festival from 11 a.m. to 5 p.m. Costa Mesa and Estancia High School volunteers will be hosting food and game booths. You can enter a chili contest. And bring the kids in their Halloween costumes for trick or treat.

Nov 1 TUESDAY Tuesday night's Council meeting has several interesting items on the agenda, the potential approval for four proposals to explore the viability of outsourcing four City services: Fleet Maintenance, Graphic Design, Reprographics and Dispatch Services; and an update on the 405 Freeway improvement project.

Nov 3 THURSDAY The Historical Preservation Committee and the Cultural Arts Committee will meet at 5:30 and 6:45 p.m. respectively in Conference Room 1C adjacent to the City Hall lobby.

Nov 6 SUNDAY Medieval Animal Rescue Charity Faire & Show—featuring jousting and sword-fighting demonstrations—will take place from 9 a.m. to 5 p.m. at the OC Fair & Event Center's Equestrian Center. General admission is \$20; \$15 for seniors, children (6-12), military members; and free for kids 5 and under. Parking is \$5.

For a complete list of community events, click [here](#).

CEO's Office



City of Costa Mesa hires labor negotiator

The City of Costa Mesa has hired a negotiator to lead labor talks with its employee associations, City Chief Executive Officer **Tom Hatch** announced. In recent years, Costa Mesa's chief negotiator had been the City's administrative services director.

Richard Kreisler, a partner with the Los Angeles-based **Liebert Cassidy Whitmore** law firm, spent the first 14 years of his 35-year career representing police and fire associations. For the past two decades, he's worked with public agencies on a wide variety of public safety issues, including labor negotiations. He will charge the City \$300 per hour.

The process for reviewing proposals for outsourcing announced

CEO **Tom Hatch** recently announced the process for reviewing the responses to the City's Requests for Proposals that are being sent out to test the viability of outsourcing certain services.

For each service being explored for outsourcing, a committee will be set up to analyze the proposals. The committees will be headed by Finance & I.T. Director **Bobby Young** and interim Asst. CEO **Tamara Letourneau**, who also led the Requests for Proposals process. They will be joined by **Kim Barlow**.

In addition to Young, Letourneau and Barlow, each committee will also consist of the department director (or other appropriate manager) of the service under consideration, with the option for a fifth member outside of Costa Mesa city government who would bring independent expertise related to the specific service.

The committee will present its findings to CEO **Tom Hatch**, who will then make his recommendation to the City Council at a public meeting.

Last week, the City received proposals for the first three RFPs (for jail, building inspection, and video production services) that were released in September. And on Nov. 15, the City Council will vote on whether to release the final batch of the 19 Requests for Proposals the City has written. Possible vendors for the final RFPs will need to submit proposals within the required time.



154 residents helped by City's housing program so far this year

The City of Costa Mesa has helped 63 Costa Mesa families (154 residents) with housing so far this year thanks to federal stimulus funds.

The City recently submitted its latest quarterly performance report to the U.S. Department of Housing and Urban Development (HUD) for the Homelessness Prevention and Rapid Rehousing Program (HPRP). The City received the funds as part of the American Recovery and Reinvestment Act (also known as the Stimulus Act).

Mercy House Transitional Living Center and Serving People In Need (SPIN) are under contract with the City to conduct community outreach and to assess and assist eligible Costa Mesa households. Homelessness prevention, direct housing assistance for homeless individuals, and support services are provided by these funds.

The City is required to expend at least 60% of federal funds by the end of August. The City's report to HUD stated more than 72% of program funds have been expended. It is anticipated that the rest of program funds will be spent well before the September 2012 deadline.

Police Department



Dispose of unneeded prescription drugs Saturday at police headquarters

On Saturday, from 10 a.m. to 2 p.m., the Costa Mesa Police Department and the Drug Enforcement Administration (DEA) will give the public an opportunity to prevent pill abuse and theft by ridding their homes of potentially dangerous expired, unused, and unwanted prescription drugs. This service is free and anonymous—no questions asked.

Bring the medications for disposal to the front desk of the Costa Mesa Police Department at 99 Fair Drive. Department personnel will be present to receive the medications and ensure they are disposed of properly.

Last April, Americans turned in 188 tons of prescription drugs at nearly 5,400 sites operated by the DEA and more than 3,000 state and local law enforcement partners.

Studies show that a majority of abused prescription drugs are obtained from family and friends, including from the home medicine cabinet. In addition, Americans are now advised that their usual methods for disposing of unused medicines—flushing them down the toilet or throwing them in the trash—pose potential safety and health hazards.

For further information, contact Sgt. Phil Myers at (714) 754-5074.



Red Cross blood drive scheduled for Nov. 2

The City of Costa Mesa will host a Red Cross blood drive on Wednesday, Nov. 2, from 9 a.m. to 3 p.m. in the Emergency Operations Center at Police Headquarters at 99 Fair Drive. Donors will receive a \$5 coupon for Acapulco and two free VIP tickets to the Laugh Factory (2-drink minimum required). They will also be eligible to enter a regional drawing for a \$500 shopping spree. To schedule your appointment or for more information, contact Dan Baker at (714) 754-5156 or e-mail him [here](#); sign up on post sheets in City facilities; or sign up [online](#) and use the sponsor code: cmpolice.

Public Services



Costa Mesa eucalyptus given clean bill of health

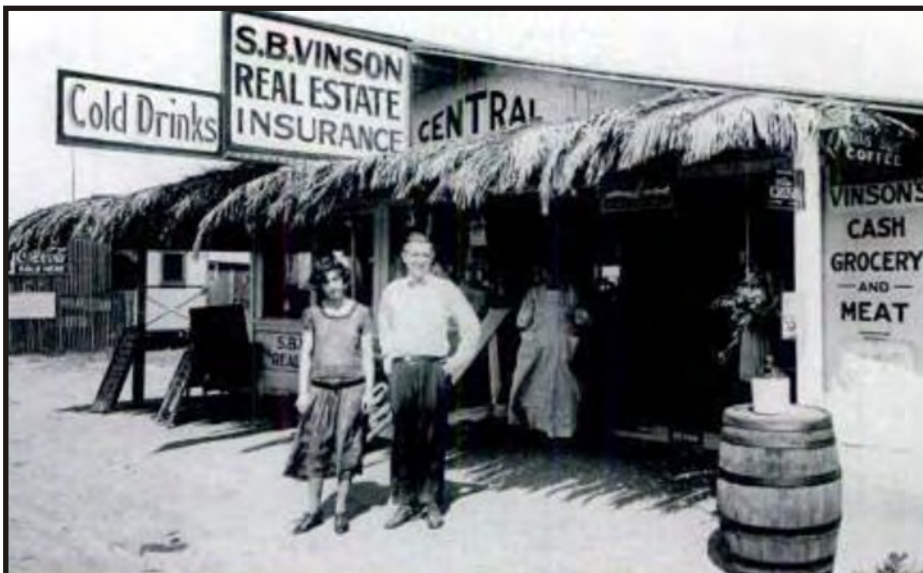
In the wake of the tragic accident last month on Irvine Avenue, the City of Costa Mesa conducted an assessment on the blue gum eucalyptus trees on the west side of that street.

The City retained the services of a certified arborist, who found that the trees were healthy with no signs of weakness or disease. Those eucalyptus trees will remain along Irvine Avenue.

As a precautionary measure, the City encourages residents with blue gum eucalyptus trees on their properties to conduct an assessment on the condition of their trees. To locate a certified arborist near you, please visit the [International Society Arboriculture website](#).

For questions, please contact **Bruce Hartley**, Maintenance Services Division manager, at (714) 754-5123.

MAKING HISTORY



One stop-shopping in Costa Mesa

Long before Wal-Mart, Target and others made it possible, Costa Mesa provided customers with one-stop shopping, including the operation at 2214 Newport Boulevard (across Victoria Street from what's now Stater Bros. market) run by Mae B. Vinson (left) and her husband Sylvanus B. Vinson. The couple offered groceries, meat, insurance policies and real estate.

SECRET SPOT



Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: Paraphrasing Shakespeare: To air is divine.

To get the whole picture, see page [7](#).

Public Services



Fariba Fazeli appointed as Interim City Engineer

The City of Costa Mesa recently appointed **Fariba Fazeli** as the City's interim city engineer. Fazeli has more than 27 years of experience in the civil engineering field and has been with the City 12 years, working as senior engineer in the Engineering Division's design, development, property, and water quality section.

She has been instrumental in overseeing the timely design of millions of dollars in capital improvement projects, and ensuring the high quality of customer service provided by the Engineering Division to the development of the community. Congratulations, Fariba!



Get rid of all that junk in the trunk

Costa Mesa Senior Center will host the "Junk in the Trunk" Flea Market and Pancake Breakfast on Saturday, Nov. 5 from 8 a.m. to 3 p.m. (breakfast served from 8 a.m. to noon). Junk in the Trunk rental space is \$10 for Senior Center members, \$15 for non-members. Pancake breakfast tickets are \$5. Come to the Senior Center at 695 W. 19th Street by Thursday, Nov. 3, to reserve your space and purchase pancake breakfast tickets. If you don't want to sell, come by to shop and enjoy a delicious pancake and sausage breakfast! (949) 645-2356.



Long may they wave

New California and City of Costa Mesa flags were run up the flagpole this week to replace their two predecessors that had grown a bit faded and tattered.



More doggie bags on the way

The City of Costa Mesa currently has \$10,340 for doggie bags from a \$5 surcharge on pet licenses and is ordering more bags for city parks.

FINAL WORDS

Respect by engaging and empowering others

By Michael Josephson

Why are negative management practices so prevalent?

They include yelling, cursing, insults (sometimes masked in sarcasm or masquerading as jokes), criticizing subordinates in front of others, threatening demotion or termination, and talking to adults as if they were children.

Why are so many managers insensitive to the demotivating impact of focusing almost exclusively on weaknesses and shortcomings without properly acknowledging successes and accomplishments?

Do they really believe that causing resentment, fear, or insecurity will produce better results than pride, self-confidence, and enthusiasm?

Some managers intentionally use negative tactics because they think it's an effective way to get people to do what they're told, but most managers characterized by the people who work for them as rude, inconsiderate, or abusive are totally unaware of how inappropriate or counterproductive their attempts to motivate are. They think they're just being tough. The people under them think they're just being jerks.

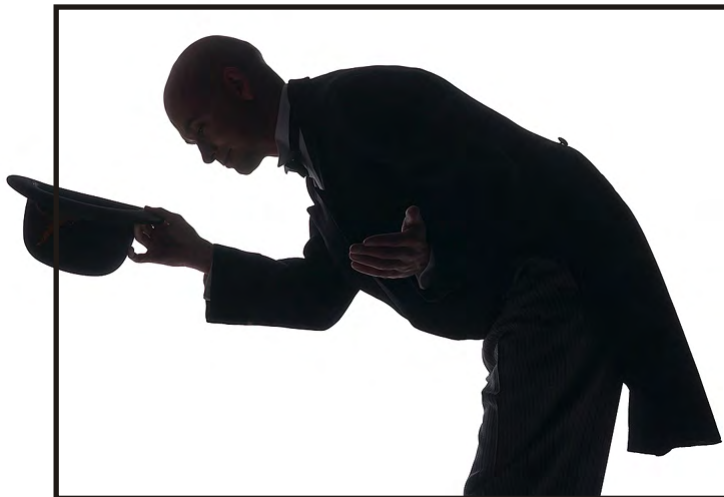
Many good people act badly when they become the boss because they're under pressure from their own boss to get results. Maybe they're simply mimicking the management styles of people they worked for. Or maybe they want to distinguish themselves from ineffective managers on the other extreme who try so hard to be everyone's friend that they don't set or achieve high goals or hold people accountable.

Whatever the reason, a far better approach is to treat everyone with respect by engaging and empowering others through inspiration and example. The best leaders bring out the best in people by making them feel good about themselves and their capabilities.

Inspiration is much more powerful than intimidation.

By the way, the same thing is true for parents and coaches.

Michael Josephson is founder of the Josephson Institute, whose goal is to increase ethical commitment, competence, and practice in all segments of society. You can subscribe to Michael Josephson's free newsletters [here](#).



SECRET SPOTTED



Answer: The Volcom Skatepark of Costa Mesa in Tewinkle Park.